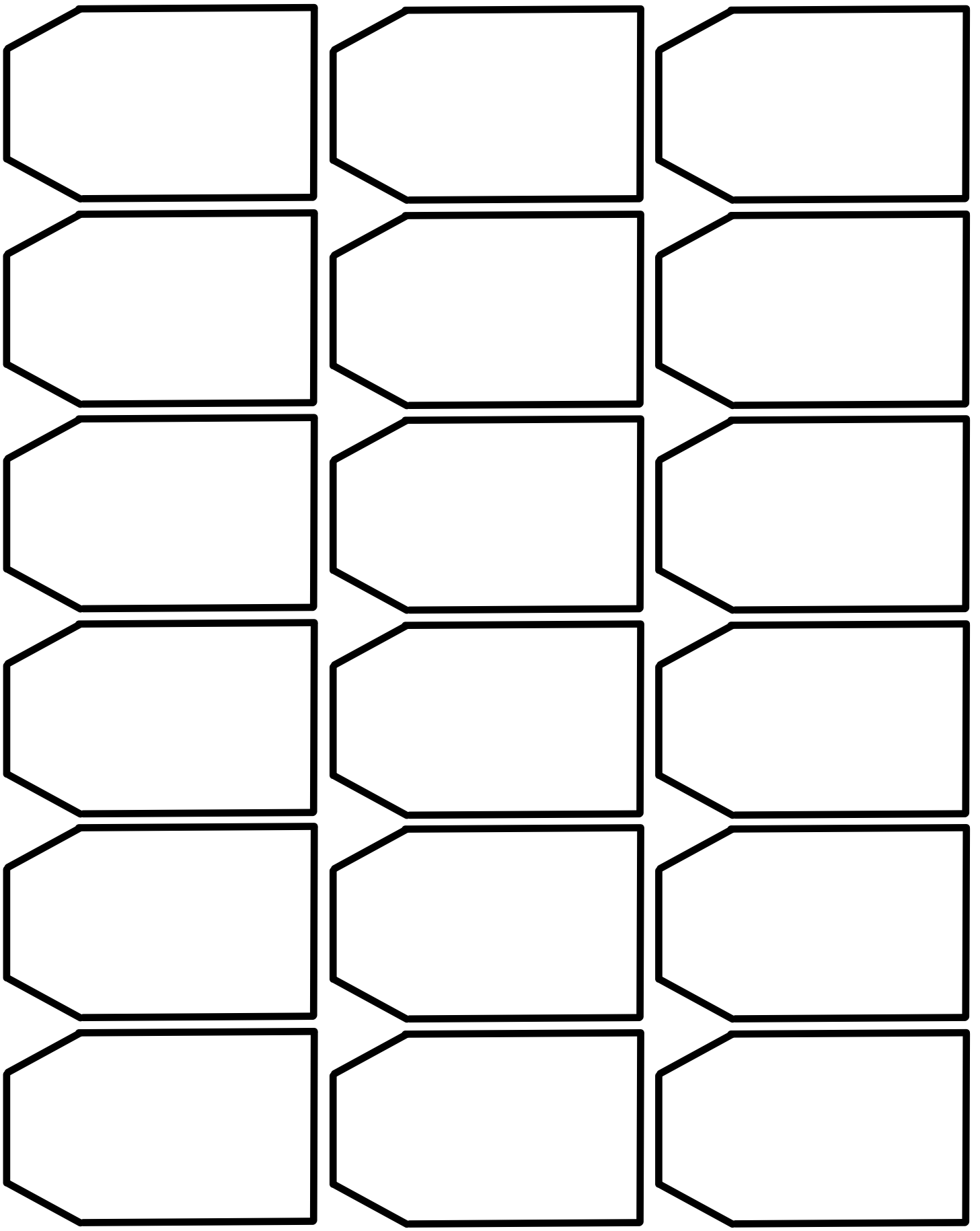Basic Tag Design